

Ben Brochtrup

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Professional Summary

Software Engineer with 4 years of professional experience, specializing in building reliable, scalable applications. Recognized for strong communication skills, adaptability, and the ability to quickly learn new technologies in fast-paced environments. A team-oriented contributor who thrives in collaborative settings, balancing technical expertise with business priorities to deliver high-quality results.

Experience

Target Corporation

Software Engineer - AdTech

July 2023 – Present

- Launched Roundel Media Studio, Target's in-house ad platform to configure sponsored ad campaigns
- Scaled the platform to support \$900M in revenue and a 500% usage growth within two years
- Utilized Typescript and React to create an administrative application for managing client accounts
- Built a Redis-backed Kafka messaging pipeline to share campaign update events with partner teams
- Led a winning GenAI Hackathon project by building a text-to-SQL engine for business health insights
- Served as department's cybersecurity champion, driving cross-team collaboration to resolve open source vulnerabilities and penetration test findings

Software Engineer - Cybersecurity Analytics

July 2022 – July 2023

- Leveraged Jupyter Notebooks, NumPy, and Matplotlib to analyze suspicious web traffic
- Implemented automated jobs to continuously monitor fraudulent activity and login attempts

Software Engineer Intern - Marketing

June 2021 – November 2021

- Built new API endpoints to manage the marketing universe size using Spring Boot, Kotlin, and Spock
- Developed a React dashboard that dynamically pulled data from the newly implemented API endpoints
- Constructed new Kafka pipelines responsible for Target's push notification marketing efforts

University of Minnesota – Office of Information Technology

Tier 1 Consultant / Usability Lab Assistant

January 2022 – May 2022

- Delivered technical support to students and staff during a critical semester of remote education
- Integrated Google Suite APIs to automate scheduling, reducing UX study recruitment time by 70%
- Improved participant engagement and compliance by clearly communicating UX study protocols

Thomson Reuters

Software Engineer Intern

May 2020 – August 2020

- Created API endpoints to automate Apigee proxy creation and promotion to higher environments
- Developed a React-powered dashboard to show individual traffic metrics for all APIs in the organization
- Generated unit tests with Jest to ensure the proper performance of code modules before deployment
- Configured AWS CodePipelines for the continuous deployment of updates to various microservices

C3 Corporation

Operations Intern

May 2018 – December 2019

- Oversaw the deployment of a new ERP system by driving weekly status meetings with stakeholders
- Constructed ETL scripts with SQL and Visual Basic to prepare legacy data for migration
- Created various business health dashboards to show upcoming project deadlines and potential blockers
- Automated Excel workflows using macros and Visual Basic to automate purchase order creation

Languages & Technologies

- Programming Languages: Kotlin, Java, Typescript, Javascript, Python, SQL, Visual Basic
- Frameworks & Technologies: Spring Boot, JUnit, React, Tailwind, Next.js, Kafka, Redis, PostgreSQL

Education

University of Minnesota – Twin Cities

September 2018 – May 2022

College of Science and Engineering

Bachelor of Science, Computer Science